

AFRICAN birdlife

TALK TO THE REAL BIRDING ENTHUSIASTS – an AA-income targeted, top LSM advertising and marketing opportunity...

The magazine

A special-interest consumer bi-monthly magazine, published by the renowned conservation NGO, BirdLife South Africa.

Editorial package

The editorial package is a carefully constructed mix that brings you the latest in bird science and conservation, magnificent photography, fabulous birding sightings and behaviour, combined with exploration of the continent's top birding hot-spots and the ever-popular enticement of garden birds – all packaged in a top-end magazine of outstanding print and paper quality.

Power of niche markets

Print research clearly illustrates the power of special-interest magazines in talking directly to difficult-to-reach, top-end consumers, who are largely missed by any mass-media approach and best engaged within their specific area of passion when at leisure.

THE MISSION OF BIRDLIFE SOUTH AFRICA is to promote the enjoyment, conservation, study and understanding of wild birds and their habitats. *African Birdlife* will uphold these aims and encourage wider public support for the organisation and its goals.

www.birdlife.org.za



DEADLINES 2019

ISSUE	AD BOOKING	AD MATERIAL DUE
January/February 2019	12 Nov 2018	3 Dec 2018
March/April 2019	11 Jan 2019	4 Feb 2019
May/June 2019	8 Mar 2019	8 April 2019
July/August 2019	8 May 2019	3 June 2019
September/October 2019	8 July 2019	5 Aug 2019
November/December 2019	9 Sept 2019	7 Oct 2019
January/February 2020	11 Nov 2019	2 Dec 2019

RATES 2019

SIZE (wxh)*	RATE 1-3 issues	RATE 4-6 issues	ADVERT-ORIAL	NGO
Outside back cover 215 x 275mm	R25 700	R23 300		
Inside front DPS 430 x 275mm	R46 600	R42 000		
Inside back cover 215 x 275mm	R21 000	R18 700		
Inside front cover 215 x 275mm	R23 300	R21 000		
Double page spread 430 x 275mm	R37 300	R32 600	R41 100	R23 300
Half DPS 430 x 130mm	R17 500	R16 300	R19 800	R11 700
Full page 215 x 275mm	R19 800	R17 500	R21 000	R10 500
Half page 215 x 130mm	R11 700	R10 500	R14 000	R7 000
Third page vertical 70 x 275mm	R10 500	R9 300	R11 700	R5 800

*Plus 5mm bleed to be added.

MATERIAL SUPPLIED TO AFRICAN BIRDLIFE

Material to be sent to us as a high-resolution jpeg, tiff or pdf at 300 dpi, with 5mm bleed added.

PRINT ORDER & DISTRIBUTION

- A guaranteed print order of 11 000 bi-monthly copies.
- Distributed by OnTheDot to a strategically selected group of CNAs, Exclusive Books, South African National Park stores, Pick 'n Pay, Woolworths and Spar outlets in major centres
- Postal delivery to all BirdLife South Africa subscriber members
- Paid bulk subscriptions to luxury lodge partners for extended distribution

TO ADVERTISE

Contact Tanya Caldwell on 083 443 8104 or e-mail advertising@birdlife.org.za